

The Impact of Digital Transformation on Small and Medium Enterprises (SMEs) in the Commerce Sector

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Abstract: *This paper explores the impact of digital transformation on Small and Medium Enterprises (SMEs) in the commerce sector. As technology continues to evolve, SMEs face both challenges and opportunities in adopting digital tools to enhance operational efficiency, improve customer experiences, and drive growth. The study examines the key drivers of digital transformation in SMEs, the barriers to adoption, and the tangible benefits realized by businesses that have embraced technological advancements. Using a mixed-methods approach, the paper presents findings from a survey of SMEs and interviews with industry experts. The results indicate that digital transformation significantly improves market reach, operational efficiency, and financial performance in SMEs. The paper concludes with strategic recommendations for SMEs seeking to undergo digital transformation.*

Keywords: Digital Transformation, Small and Medium Enterprises (SMEs), Commerce Sector E-commerce, Technology Adoption, Business Growth, Digital Marketing, Cloud Computing, Artificial Intelligence (AI), Automation

